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DESCRIPTORS	Costs; *Data Collection; Educational Research; Error of Measurement; Evaluation Methods; Evaluation Utilization; Focus Groups; Questionnaires; Reliability; Research Design; *Research Methodology; Response Rates (Questionnaires); Sample Size; *Sampling; Statistical Analysis; *Surveys; *Test Construction; Validity
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ABSTRACT

The nine-volume Survey Kit is designed to help readers prepare and conduct surveys and become better users of survey results. All the books in the series contain instructional objectives, exercises and answers, examples of surveys in use, illustrations of survey questions, guidelines for action, checklists of "dos and don'ts," and annotated references. This volume, sixth in the series, shows readers how to select and use the most appropriate sampling methods for their surveys. It covers myriad sampling techniques such as simple random sampling, stratified random sampling, systematic sampling, cluster sampling, convenience sampling, snowball sampling, quota sampling, and focus groups. The volume also describes, in detail, the following: inclusion and exclusion criteria, the logic in estimating sampling errors and sample size determinations, the sources of error in sampling, and how to calculate the response rate. The two chapters are titled: (1) "Target Populations and Samples"; and (2) "Statistics and Samples." An annotated list of 16 references for additional reading and a glossary are provided. (Contains 19 examples and 2 figures.) (SLD)

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